

Abstract of the Disclosure

The customer selects products from the manufacturer's web site and places them into an electronic shopping cart administered by the manufacturer's site. Instead of proceeding through a checkout line at the manufacturer's site, the system captures all pertinent information regarding the customer's selections and forwards them to a retail site designated by the manufacturer or of the customer's choosing. The transfer of shopping cart information is effected so that the customer finds himself or herself directly in the checkout line of the designated retailer, thereby eliminating the need to fill a shopping cart through product selection at the retail site.